- The Technical knowledge about the Ayurvedic products of is also one of the major limitation.

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Tentative Chapter plan (8 Chapters)

1. Introduction
   - *1.1 Introduction to consumer Behavior*
   - *1.2 Introduction to Cosmetics Products*
   - *1.3 About Herbal and non Herbal products and its impact*
   - *1.4 Significance of the study*
2. Review of literature
3. Objectives of the study
4. Research methodology
5. Data analysis
6. Conclusion
7. Recommendations
8. Limitation of the study